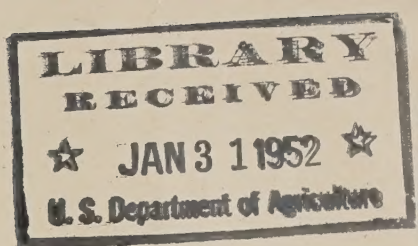


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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1952



BURR'S BETTER PACKAGES

PRODUCE PROFITS



Root-Wrapped Roses and Shrubs
Illustrated and Listed

C. R. BURR AND COMPANY, INC.

MANCHESTER, CONN.

"Growing Since '98"

WHOLESALE ONLY



1

2

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BURR'S *Better-Wrapped Roses*

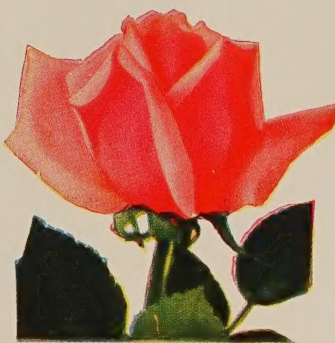
- 1 **BURR'S MEDIUM BOXED ROSE.** The Rose in this container is a No. 2 grade plant, root wrapped in heavy kraft paper before insertion into the carton. Complete planting instructions are printed on the reverse outside of the box. The attractive red and green color combination and the full color lithograph make this number a good seller.
- 2 **DUOSEAL MEDIUM KRAFT PACKAGE.** This wrap contains a No. 1½ Rose securely wired into heavy kraft paper with a full color picture tag attached. All of the popular non-patented varieties are available in this type package.
- 3 **GIANT SILVER FOIL PACKAGE.** This package contains our finest Rose. Comparison of this plant with the others illustrated, using the yardstick as a guide, shows the caliber of the Rose. A large 6 x 9 lithograph is applied to each foil container, the neck of which is fastened with a wire tie, and a generous amount of Floravate is provided for maximum moisture for the plant. Our best seller.
- 4 **GOLD FOIL PACKAGE.** This package is used for the wrapping of patented Roses only. The top grades of each variety are placed in this package, with a patent label indicating the patent number and a full color lithograph of the variety enclosed. This unit has very high eye appeal and is designed for the customer who wants the best in Roses.
- 5 **DUOSEAL SELECT KRAFT PACKAGE.** All Roses wrapped in this package are No. 1 grade plants. The method of wrapping is the same as in the duoseal medium kraft, with the exception that a heavier Rose is used and the kraft paper is more colorful.
- 6 **HEAVY BOXED ROSE.** The container holds a No. 1½ Rose and necessitates a larger box than the medium boxed Rose. An opening is provided in the box so that the customer may examine the plant without removing it from the container. Attractively packaged to create customer interest.



AMI QUINARD



CALEDONIA



BETTY UPRICHARD



CONDESA DE SASTAGO



E. G. HILL



EDITOR McFARLAND



McGREDY'S IVORY



CRIMSON KING



GOLDEN DAWN



EDITH NELLIE PERKINS



ETOILE DE HOLLANDE



JOANNA HILL



McGREDY'S
SCARLET



K. A. VIKTORIA



GOLDEN CHARM



MARGARET McGREDY

HYBRID TEA ROSES

Burr's Roses are all 2-year, field-grown plants, budded into Rosa Multiflora Japonica, which is one of the hardiest Rose understocks. With proper care these plants withstand cold northern climates and continue to bloom year after year. Careful supervision of the growing, digging, warehousing and grading of all stock insures your getting the best in Roses.





GOLDEN SALMON. Pol.



IMPROVED LAFAYETTE
HPol.



GLORIA MUNDI. Pol.



ELSE POULSEN. HPol.



THE DOCTOR.
HT.



FRAU KARL DRUSCHKI.
HP.



PRES. HERBERT HOOVER.
HT.



RED RADIANCE. HT.



SISTER THERESE. HT.



PICTURE. HT.



AMERICAN BEAUTY. HP.



PINK RADIANCE. HT.



GENERAL JACQUEMINOT.
HP.



TALISMAN. HT.



MME. JULES BOUCHE.
HT.



POINSETTIA. HT.

ASSORTED POPULAR VARIETIES

Other Varieties Available, Not Illustrated

F. J. GROOTENDORST
GROOTENDORST PINK
GROOTENDORST SUPREME
TRIOMPHE ORLEANAIS

FLORADORA
GRUSS AN AACHEN
RED RIPPLES





NEW DAWN



CL. AMERICAN BEAUTY



YELLOW RAMBLER



DR. W. VAN FLEET



**CLIMBING
AMI QUINARD**



CLIMBING TALISMAN



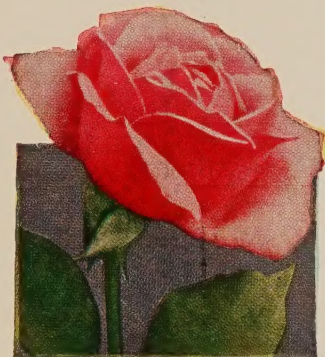
**CLIMBING PRESIDENT
HERBERT HOOVER**



**PAUL'S SCARLET
CLIMBER**



PRIMROSE



CLIMBING RADIANCE



**MME. GREGOIRE
STAECHELIN**



CL. GOLDEN CHARM



DR. J. H. NICOLAS. Pat. 457



CLIMBING PEACE. Pat. 932



BLAZE



© DOUBLOONS. Pat. 152

CLIMBING ROSES

Other Varieties Available, Not Illustrated

SILVER MOON

KING MIDAS. Patented

GOLDEN CLIMBER. Patented

HIGH NOON. Patented





RUBAIYAT. Pat. 758



KATHERINE T. MARSHALL
Pat. 607



GOLDSLOCKS
Floribunda
Pat. 672



TALLYHO. Pat. 828



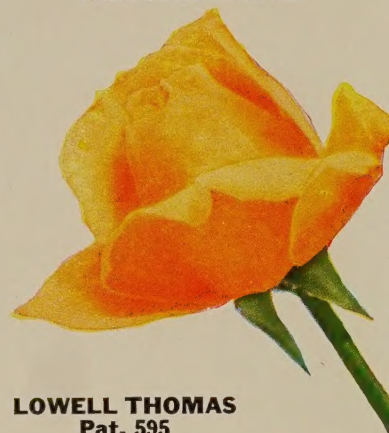
CRIMSON GLORY
Pat. 105



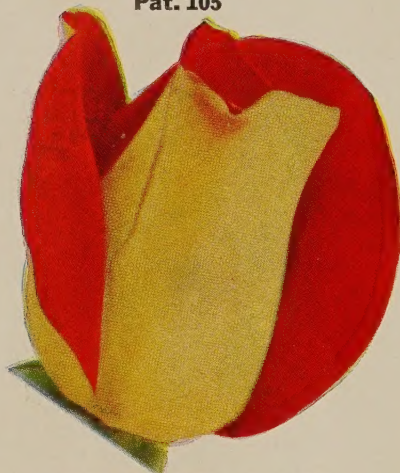
CHARLOTTE
ARMSTRONG
Pat. 455



NOCTURNE. Pat. 713



LOWELL THOMAS
Pat. 595



FORTY-NINER. Pat. 792



FASHION. Floribunda.
Pat. 789



MIRANDY. Pat. 632



AMERICAN FLAGSHIP
Pat. 676



PEACE. Pat. 591



SAN FERNANDO. Pat. 785



NEW YORKER. Pat. 823

PATENTED HYBRID TEA and FLORIBUNDA ROSES

Other Varieties Available, Not Illustrated



APPLAUSE
BRAVO
CAPISTRANO
COUNTESS VANDAL
DIAMOND JUBILEE
ECLIPSE
GRANDE DUCHESSE CHARLOTTE

HEART'S DESIRE
MARY MARGARET McBRIDE
McGREDY'S SUNSET
MME. HENRI GUILLOT
MISSION BELLS
REX ANDERSON
MASQUERADE

ROSE OF FREEDOM
SUTTER'S GOLD
TAFFETA
BETTY PRIOR
CHATTER
DONALD PRIOR

PINKIE
PINOCCHIO
RED PINOCCHIO
SUMMER SNOW
WORLD'S FAIR

C. R. BURR & COMPANY, INC.
MANCHESTER, CONN.

PRICE LIST and ORDER BLANK
NON-PATENTED PACKAGED ROSES

ALL STOCK SHIPPED F.O.B. MANCHESTER, CONN.

Name _____

Street Address _____

City _____ State _____

Ship Via _____

State arrival date desired _____

TERMS — 2% 10 Days, Net 30 Days.

DELIVERY — All of the listed varieties can be delivered beginning Feb. 1, 1952. Where later delivery is needed, plants will be held in storage.

Mail this order to C. R. Burr & Co., Inc., Manchester, Conn. and acknowledgment will be forwarded promptly.

PLEASE ORDER IN MULTIPLES OF 10 PLANTS

PACKAGED ROSES	Indicate Quantities Wanted in the Columns Below					Total Value	PACKAGED ROSES	Indicate Quantities Wanted in the Columns Below					Total Value
	3 Silver Giants	5 Duo. Select	2 Duo. Medium	6 Boxed Heavy	1 Boxed Medium			3 Silver Giants	5 Duo. Select	2 Duo. Medium	6 Boxed Heavy	1 Boxed Medium	
HYBRID TEAS							HYBRID RUGOSAS						
Ami Quinard							F. J. Grootendorst						
Betty Uprichard							Grootendorst Pink						
Caledonia							Grootendorst Supreme						
Condesa de Sastago													
Countess Vandal							CLIMBERS						
Crimson King							Blaze						
Editor McFarland							Cli. American Beauty						
Edith Nellie Perkins							Cli. Ami Quinard						
E. G. Hill							Cli. Condesa de Sastago						
Etoile de Hollande							Cli. Etoile de Hollande						
Golden Charm							Cli. Golden Charm						
Golden Dawn							Cli. Pink Radiance						
Joanna Hill							Cli. Pres. Hoover						
K. A. Victoria							Cli. Talisman						
Marg. McGredy							Dr. Van Fleet						
McGredy's Scarlet							Golden Climber						
Pink Radiance							Mme. Staechelin						
Poinsettia							New Dawn						
Pres. Hoover							Paul's Scarlet						
Red Radiance							Primrose						
Soeur Therese							Silver Moon						
Talisman							Yellow Rambler						
The Doctor													
HYBRID PERPETUALS													
American Beauty													
Frau Karl Druschki													
General Jacqueminot													
POLYANTHAS													
Else Poulsen													
Floradora													
Gloria Mundi													
Golden Salmon													
Gruss an Aachen													
Improved Lafayette													
Red Ripples													
Triumphe d' Orleanais													

Total Value Column No. 1 _____
Total Value Column No. 2 _____
Total Amount of Order. _____

Type of Package	Price Per 10
Silver Giants	\$10.00
Duo. Select	6.50
Duo. Medium	5.00
Boxed Heavy	5.50
Boxed Medium	4.50

Identification of the type pack being ordered may be made by numerals at the head of each column and under the illustration inside of front cover of booklet.

May we substitute a similar variety? Yes _____ No _____

Purchaser's Signature _____

C. R. BURR & COMPANY, INC.
MANCHESTER, CONN.

PRICE LIST and ORDER BLANK
GOLD FOIL PACKAGED PATENTED ROSES

ALL STOCK SHIPPED F.O.B. MANCHESTER, CONN.

Name _____

Street Address _____

City _____ State _____

Ship Via _____

State arrival date desired _____

TERMS — 2% 10 Days, Net 30 Days.

DELIVERY — Weather permitting, plants should be ready for delivery Feb. 1, 1952. Where later delivery is needed, plants will be held in storage, prior to wrapping.

Mail this order to C. R. Burr & Co., Inc., Manchester, Conn., and acknowledgment will be forwarded promptly.

PLEASE ORDER IN MULTIPLES OF 10 PLANTS

GOLD FOIL PACKAGED PATENTED ROSES	Quantity Wanted	Price	Total Value	GOLD FOIL PACKAGED PATENTED ROSES	Quantity Wanted	Price	Total Value
HYBRID TEAS				CLIMBERS			
American Flagship—velvety red		1.25		Aloha—shaded pink		1.50	
Applause—brilliant red		1.25		Cli. Crimson Glory—rich crimson		1.25	
Bravo—red		1.50		Climbing Peace—yellow pink		1.50	
Capistrano—shaded pink		1.50		Doctor J. H. Nicholas—deep pink		1.25	
Charlotte Armstrong—cerise		1.25		Doubloons—buff yellow		1.25	
Crimson Glory—velvety crimson		1.25		King Midas—clear yellow		1.25	
Diamond Jubilee—buff yellow		1.25				Total Value Column No. 1	
Eclipse—reddish gold		1.25				Total Value Column No. 2	
*Fred Howard—yellow and pink		1.50				Total Amount of Order.	
Grande Duch. Charlotte—tomato red		1.25					
*Helen Traubel—pink and apricot		1.50					
Katherine Marshall—rose pink		1.25					
McGredy's Sunset—yellow and scarlet		1.25					
Mirandy—garnet red		1.25					
Mission Bells—shrimp pink		1.50					
New Yorker—velvety scarlet		1.25					
Nocturne—cardinal red		1.25					
Peace—yellow and pink		1.50					
Rex Anderson—pale lemon yellow		1.25					
Rose of Freedom—currant red		1.25					
Rubaiyat—rose red		1.25					
San Fernando—scarlet		1.25					
Sutter's Gold—yellow and orange		1.50					
Taffeta—yellow and pink		1.25					
Tally-Ho—tutone rose and red		1.25					
FLORIBUNDAS							
Betty Prior—pale pink		1.25					
Chatter—double red		1.25					
Donald Prior—shining red		1.25					
Fashion—coral and gold		1.25					
Goldilocks—golden yellow		1.25					
Masquerade—red and yellow		1.25					
Pinocchio—salmon and gold		1.25					
Red Pinocchio—deep carmine		1.25					
Summer Snow—white		1.25					
*Vogue—coral pink		1.50					
Worlds Fair—velvety scarlet		1.25					

All of the roses listed on this order blank are Patented varieties which include many of the selected winners of the All American Rose Society for the past few years.

The Gold Foil Package in which these varieties are wrapped is our most attractive package and has high eye appeal.

If you want to offer the finest in roses, we suggest you stock these plants.

All the above roses are packaged in our Gold Foil Wrap which is illustrated inside the front cover of the booklet over No. 4.

* Varieties indicated are all American Rose Society Winners for 1952.

May we substitute a similar variety? Yes _____ No _____ Purchaser's Signature _____

PRICE LIST and ORDER BLANK

PACKAGED SHRUBS

DELIVERY — Weather permitting, plants should be ready for delivery Feb. 1, 1952. Where later delivery is needed, plants will be held in storage, prior to wrapping.

Mail this order to C. R. Burr & Co., Inc., Manchester, Conn., and acknowledgment will be forwarded promptly.

PLEASE ORDER IN MULTIPLES OF 10 PLANTS

State arrival date desired

TERMS — 2% 10 Days, Net 30 Days.

All of the above shrubs are packaged in identical type packs as those shown for roses inside the front cover of the booklet, except that we do not package shrubs in boxes shown as No. 1 and No. 6. The numerals shown at the head of each of the price columns are keyed to this illustration.

May we substitute a similar variety? Yes _____ No _____ Purchaser's Signature _____



MOCK-ORANGE



WEIGELA



HYDRANGEA A. G.



PINK ALMOND



TAMARIX



BEAUTY-BUSH



FORSYTHIA



HYDRANGEA P. G.



HONEYSUCKLE



SNOWBALL



DEUTZIA



LILAC



SNOWBERRY



FLOWERING QUINCE



SPIREA, Van Houtte



ROSE OF SHARON

FLOWERING SHRUBS

All Flowering Shrubs are wrapped in a manner similar to the Roses. Varieties other than those illustrated above are listed below. We also offer Hedge, Fruit Trees, Small Fruits, Vines, Ornamental Trees and Evergreens, which space limitation prevents listing here. Further information may be had by asking our wholesale representative to contact you or by writing Manchester, Conn.



ALMOND, WHITE
ALTHEA, PINK
ALTHEA, PURPLE
ALTHEA, WHITE
ALTHEA, RED
BUDDLEIA, ILE DE FRANCE

BUDDLEIA, ROYAL RED
EUROPEAN CRANBERRY
HONEYSUCKLE, WHITE
HONEYSUCKLE, PINK
HONEYSUCKLE, RED
KERRIA JAPONICA FL. PL.

LILAC, WHITE
LILAC, FRENCH HYBRIDS
FLOWERING PLUM
WEIGELA, EVA RATHKE
WEIGELA VANICEKI

We Grow Our Own -

C. R. BURR AND COMPANY is one of the oldest nurseries attractively root-wrapping Roses, Flowering Shrubs, Ornamentals and many other types of plants. We are one of the largest growers in the East, providing a wide line of wrapped material in various price groups so that the retail nurseryman and dealer can present a well-balanced offering to the trade. All packages contain moist Floravate to maintain proper moisture for the roots of the plants. This material has a high degree of moisture absorption and retention, which permits a longer sales period without serious dehydration of the package.

The Burr Nurseries have grown and wrapped millions of plants since 1898, and your purchase of stock from us is assurance that you are getting the benefit of many years of experience. All plants are enclosed in laminated asphalt paper and securely tied with wire, which provides a sturdy package that will permit customer handling without losing eye appeal or moisture. Every package has a color picture tag and planting instructions attached, to create customer interest and eye appeal.

Upon request, our accounts are furnished with 6 x 9 full color display lithographs as an aid in the merchandising of our line. All shipments are made in heavy corrugated cartons, securely strapped, with the contents indicated thereon. The branches of Roses are waxed prior to shipment so that moisture loss through the tops of the plants is retarded. Every effort has been made to provide the merchant with a high quality plant, wrapped to stand display temperatures and at the same time provide an attractive package for the customer. We guarantee that all stock offered is graded in accordance with the standards of the American Association of Nurserymen and that each variety is true to name.

For purposes of estimating shipping costs, Roses and Shrubs are packed as follows:

Type of Pack	No. of Plants Per Carton	Approx. Shipping Weights
Silver and Gold Foil Rose	20	85 lbs.
Boxed Roses	20	28 lbs.
Duoseal Select Kraft Rose	40	80 lbs.
Duoseal Medium Kraft Rose	50	85 lbs.
Duoseal Heavy and Medium Kraft-Wrapped Shrubs	30	70 lbs.

We welcome the opportunity to present you with this listing and hope that you will find it possible to visit our nursery in Manchester, Connecticut, so that you may be shown our propagating range, fields and warehouses.

Space does not permit the listing of our complete line of root-wrapped items and we suggest you contact the whole-sale representative nearest to you, listed below:

MR. HERBERT J. SNELLING
848 Main Street
Woburn, Massachusetts
Telephone 2-0179

MR. RUSSELL M. STOKES
33 Bellevue Place
Middletown, Connecticut
Phone: 6-9088

MR. GILBERT SPRAGUE
314 South Maple Street
North Manchester, Indiana
Phone: 562

MR. WARD GREEN
2620 Green Street
Harrisburg, Pennsylvania
Phone: 8-2131

